

## Claims:

1. A primer for promoting adhesion of a coating to paperboard, comprising  
ammonium chloride catalyzed, self-crosslinking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.
2. A package material, comprising  
a paperboard substrate,  
a primer applied to said substrate,  
a polyester coating applied to said primed substrate, said coating having a coatweight of as low as 12 lbs./ream.
3. The packaging material of claim 2, wherein  
said primer is an ammonium chloride catalyzed, self-crosslinking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.
4. The packaging material of claim 2, wherein  
said paperboard substrate is clay coated and said coatweight is as low as 12 lbs./ream.
5. The packaging material of claim 2, wherein  
said coatweight is as low as 10 lbs./ream.
6. The packaging material of claim 2, wherein  
said primer is epoxy modified polyolefin tie resins.
7. The packaging material of claim 2, wherein  
said primer has a coatweight of as low as 0.1-0.5 lbs./ream.

8. The packaging material of claim 3, wherein  
said primer has a coatweight of 0.1-0.5 lbs./ream.
9. The packaging material of claim 2, wherein said  
coating is polyethylene terephthalate.
10. A method of forming a packaging material, comprising  
providing a paperboard substrate,  
applying a primer to said substrate, and  
applying a polyester coating to said primed  
substrate with a coatweight of as low as 12 lbs/ream.
11. The method of claim 10, wherein  
the primer is applied at a coatweight of as low as  
0.1-0.5 lbs./ream.
12. The method of claim 10, further comprising  
flame treating said substrate.
13. The method of claim 10, further comprising  
water misting said substrate.
14. The method of claim 13, wherein  
water is misted at 0.01 to 0.1 lbs./ream.
15. The method of claim 10, further comprising  
a clay coating on said substrate.
16. The method of claim 10, wherein  
said polyester coating has a coatweight of as low as  
10 lbs./ream.
17. The method of claim 10, wherein

said primer is an ammonium chloride catalyzed, self-crosslinking copolymer of ethylene-vinyl acetate with N-methylol acryl amide functional groups attached to a polymer backbone.

18. The method of claim 10, wherein

said primer is epoxy modified polyolefin tie resins.

19. The method of claim 10, wherein

said polyester coating is extruded onto said substrate at a line speed of the order of 800-1200 feet per minute.